

ORDER

KSNV

Orders
Order / Rev: 106175
Alt Order #: 06848882
Product Desc: Candidate
Estimate: 1708
Flight Dates: 09/06/12 - 09/10/12
Original Date / Rev: 08/31/12 / 10/15/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: GMMB, Inc./ Washington D.C.
Buying Contact:
Billing Contact:
 Washington Harbor
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Horsford for Congress *Revised*
Demographic: A35+
Product Codes: PLC02
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	25	\$12,260.00	\$10,421.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	25	\$12,260.00	\$10,421.00	0.00
Totals	25	\$12,260.00	\$10,421.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	30%	\$12,260.00
Market	100%	\$40,866.67

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	20%	\$8,173.33
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$6,538.67
KTUD	1%	\$408.67
KVVU	24%	\$9,808.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	9%	\$3,678.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/06/12	09/07/12	M-F 5-6a WakeUp w/WagM		5-6a	---TF--	:30	1	\$185.00	2	0.00	NM	1	\$185.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	---TF--	1		\$185.00		0.00						

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E 1	KSNV	09/06/12	09/07/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners	CM	5-6a	---TF--	:30	1	\$185.00	2	0.00	NM	1	\$185.00		
WAKE UP WITH THE WAGNERS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		09/03/12	09/09/12	---TF--					1	\$185.00		0.00					
E 2	KSNV	09/06/12	09/07/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners	CM	6-7a	---TF--	:30	2	\$450.00	2	0.00	NM	2	\$900.00		
WAKE UP WITH THE WAGNERS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		09/03/12	09/09/12	---TF--					2	\$450.00		0.00					
E 3	KSNV	09/06/12	09/10/12	Today Show Today Show	CM	658a-9am	M--TF--	:30	3	\$550.00	2	0.00	NM	3	\$1,650.00		
TODAY SHOW																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		09/06/12	09/12/12	M--TF--					3	\$550.00		0.00					
E 4	KSNV	09/09/12	09/09/12	Meet the Press Meet the Press	CM	8a-9am	-----S	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00		
MEET THE PRESS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		09/03/12	09/09/12	-----S					1	\$3,000.00		0.00					
E 5	KSNV	09/09/12	09/09/12	Chris Matthews 9:30AM SM Chris Matthews SUN 9:30am	CM	9:30a-10a	-----S	:30	1	\$175.00	3	0.00	NM	1	\$175.00		
CHRIS MATTHEWS SHOW																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		09/03/12	09/09/12	-----S					1	\$175.00		0.00					
E 6	KSNV	09/06/12	09/07/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	---TF--	:30	1	\$200.00	2	0.00	NM	1	\$200.00		
TODAY SHOW II																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		09/03/12	09/09/12	---TF--					1	\$200.00		0.00					
E 7	KSNV	09/06/12	09/07/12	Rachael Ray Rachael Ray	CM	11am-12pm	---TF--	:30	1	\$200.00	2	0.00	NM	1	\$200.00		
RACHEL RAY																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		09/03/12	09/09/12	---TF--					1	\$200.00		0.00					
E 8	KSNV	09/10/12	09/10/12	Noon News Noon News	CM	12-1230pm	M-----	:30	1	\$175.00	3	0.00	NM	1	\$175.00		
NEWS 3 AT NOON																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		09/10/12	09/16/12	M-----					1	\$175.00		0.00					
E 9	KSNV	09/10/12	09/10/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	M-----	:30	1	\$100.00	3	0.00	NM	0	\$0.00		
NEWS 4: THE AGENDA																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		09/10/12	09/16/12	M-----					1	\$100.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>				
1	KSNV	09/10/12-09/16/12		The Agenda 1230pm		1230-1p	M-----	:30		(\$100.00)		0.00	NM				
Credited																	
[credit - mg on 6863996]																	
E 10	KSNV	09/10/12	09/10/12	Dr. Phil Dr Phil	CM	3-4p	M-----	:30	1	\$225.00	3	0.00	NM	1	\$225.00		
DR. PHIL																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		09/10/12	09/16/12	M-----					1	\$225.00		0.00					
E 11	KSNV	09/06/12	09/07/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	---TF--	:30	1	\$225.00	3	0.00	NM	1	\$225.00		
FIRST NEWS 3 AT FOUR																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		09/03/12	09/09/12	---TF--					1	\$225.00		0.00					
E 12	KSNV	09/10/12	09/10/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	M-----	:30	1	\$300.00	3	0.00	NM	1	\$300.00		

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NEWS 4 AT 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$300.00		0.00			
E 13	KSNV	09/06/12	09/07/12	M-F Early News M-F Early News	CM	5-630p	---TF--	:30	2	\$375.003		0.00	NM	2	\$750.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----TF--					2	\$375.00		0.00			
E 14	KSNV	09/10/12	09/10/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	M-----	:30	1	\$725.002		0.00	NM	1	\$725.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$725.00		0.00			
E 15	KSNV	09/07/12	09/07/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	----F--	:30	1	\$725.002		0.00	NM	1	\$725.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--					1	\$725.00		0.00			
E 16	KSNV	09/07/12	09/07/12	FacetoFace/Ralston Rep Face to Face w/ J.Ralston	CM	730-758pm	----F--	:30	1	\$400.002		0.00	NM	1	\$400.00
FACE TO FACE W/ JON RALSTON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--					1	\$400.00		0.00			
E 17	KSNV	09/06/12	09/07/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	---TF--	:30	2	\$400.003		0.00	NM	2	\$800.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---TF--					2	\$400.00		0.00			
E 18	KSNV	09/06/12	09/07/12	The Tonight Show Tonight Show	CM	1135p-1237a	---TF--	:30	2	\$250.002		0.00	NM	2	\$500.00
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---TF--					2	\$250.00		0.00			
E 19	KSNV	09/10/12	09/10/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	M-----	:30	1	\$725.002		0.00	NM	1	\$725.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$725.00		0.00			
E 20	KSNV	09/10/12	09/10/12	FacetoFace/Ralston Rep Face to Face w/ J.Ralston	CM	730-758pm	M-----	:30	1	\$400.002		0.00	NM	1	\$400.00
FACE TO FACE W/ JON RALSTON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$400.00		0.00			
													Totals	25	\$12,260.00